



**PRESS RELEASE**  
*For Immediate Release*

## **Wirecast Live Streaming Partner Program Now Available**

*New opportunities enable a broader range of streaming platforms to offer the power of Wirecast professional video production and streaming capabilities to their users*

**Nevada City, Calif., July 9, 2012** – [Telestream®](#), the leading provider of digital media tools and workflow solutions, has released new capabilities for its [Wirecast®](#) live video production and streaming software that will enable a greater number of partners to easily integrate Wirecast directly into their live streaming services. Building on Telestream's success in prior partnerships with larger media companies, the new offerings bring Wirecast's high-quality live video production capabilities to more users.

"We are delighted to announce new integration tools and partner programs that make it easy for streaming service providers to offer a richer user experience for their customers," said [Barbara DeHart](#), vice president of marketing at Telestream. "Wirecast partner programs are now available to companies of all sizes."

With this release, Wirecast now offers three partnership levels: Destination, Co-Branded and Fully Branded Partnerships.

[Destination Partners](#) can now use the new Software Development Kit (SDK) to make their site appear as a destination within Wirecast. Once implemented, users simply select the partner site from directly within Wirecast and log in to their accounts. This gives partners greater visibility in the streaming community, and provides their customers a one-click streaming experience, taking full advantage of Wirecast production capabilities. The [Co-Branded Partnership](#) offers a custom-branded version of Wirecast, with new product and pricing levels, that streams solely to the partner site. This allows service providers to differentiate themselves and generate additional revenue by offering Wirecast as their live streaming tool of choice. [Fully Branded Partners](#) work with Telestream's development team to create a completely customized version of Wirecast, tailor-made for their users.

"Wirecast is the product of choice and the ideal broadcast tool for artists and music professionals wanting to improve the quality of their productions and promote their live video shows directly to their fans," said Stefan Schneider, founder of [livebeats.com](#), one of the first platforms to use the new co-branded capabilities.

This announcement builds on Wirecast's success with Destination Partners such as [Justin.tv](#), [Livestream](#), [sermon.net](#), and many others, as well as Fully Branded Partners such as [YouTube Live](#) and [Ustream](#). Wirecast is the only cross-platform, all-in-one live streaming production software that enables capture, live production, and encoding of live streams for simultaneous broadcast to multiple servers and platforms. Wirecast is ideal for streaming or recording live internet shows, broadcasting breaking news or sporting events, streaming live concerts, transmitting church services, corporate meetings, lectures and more.

For more information about Wirecast partner offerings or to apply to become a partner, please contact [Wirecastpartners@telestream.net](mailto:Wirecastpartners@telestream.net). For more information about Telestream and Wirecast, or to download a trial version of Wirecast, visit <http://www.telestream.net>.

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### **About Telestream**

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach broader audiences and generate more revenue from their media. Telestream products span the entire digital media lifecycle, including [video capture](#) and ingest; live and on-demand [encoding](#) and [transcoding](#); playout, delivery, and [live streaming](#); as well as management and automation of the entire [workflow](#). Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit [www.telestream.net](http://www.telestream.net).

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